Semaphore Partners

July 1, 2002

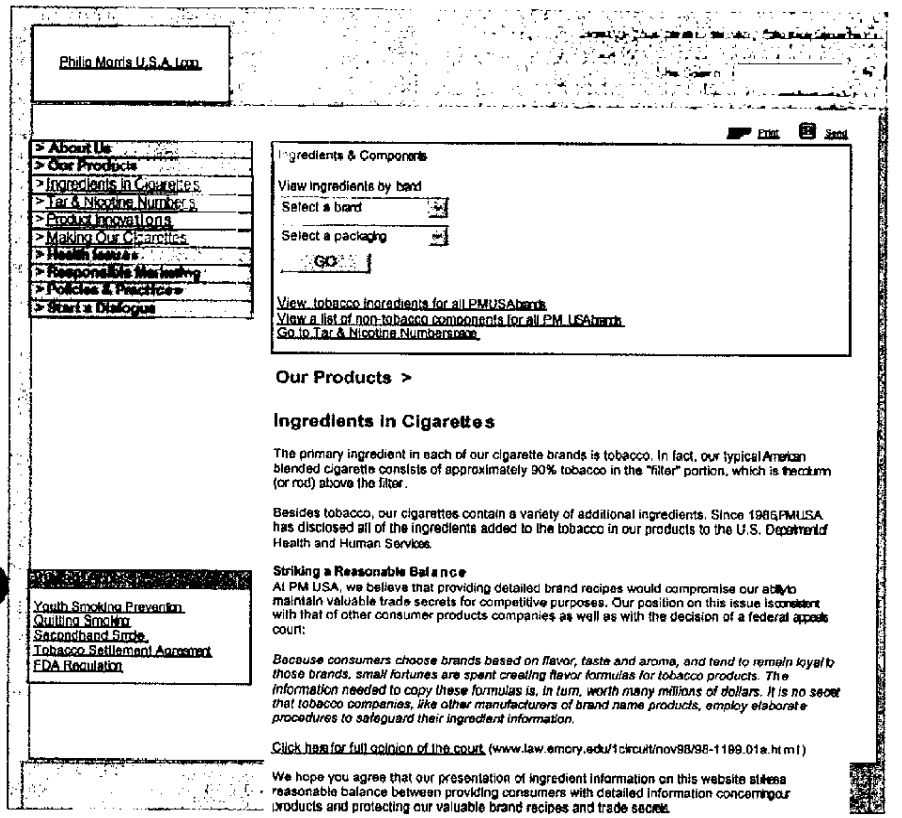
Document 2.2 Ingredients in Cigarettes
Client PMUSA
Project Redesign

2.2 Ingredients in Cigarettes: Uses Template 2

Must be designed to accommodate all modules (features ... internal links, external links, graphics, rollover areas ...
Must accommodate ...

Philip Morris U.S.A. Logo

Print Send



> About Us
> Our Products
> Ingredients in Cigarettes
> Tar & Nicotine Numbers
> Product Innovations
> Making Our Cigarettes
> Health Issues
> Responsible Marketing
> Policies & Practices
> Start a Dialogue

Ingredients & Components

View ingredients by band

Select a brand

Select a packaging

GO

View tobacco ingredients for all PMUSA brands
View a list of non-tobacco components for all PM USA brands
Go to Tar & Nicotine Numbers page

Youth Smoking Prevention
Quitting Smoking
Secondhand Smoke
Tobacco Settlement Agreement
FDA Regulation

Our Products >

Ingredients in Cigarettes

The primary ingredient in each of our cigarette brands is tobacco. In fact, our typical American blended cigarette consists of approximately 90% tobacco in the "filter" portion, which is the column (or rod) above the filter.

Besides tobacco, our cigarettes contain a variety of additional ingredients. Since 1986, PMUSA has disclosed all of the ingredients added to the tobacco in our products to the U.S. Department of Health and Human Services.

Striking a Reasonable Balance
At PM USA, we believe that providing detailed brand recipes would compromise our ability to maintain valuable trade secrets for competitive purposes. Our position on this issue is consistent with that of other consumer products companies as well as with the decision of a federal appeals court:

Because consumers choose brands based on flavor, taste and aroma, and tend to remain loyal to those brands, small fortunes are spent creating flavor formulas for tobacco products. The information needed to copy these formulas is, in turn, worth many millions of dollars. It is no secret that tobacco companies, like other manufacturers of brand name products, employ elaborate procedures to safeguard their ingredient information.

Click here for full opinion of the court. (www.law.emory.edu/1circuit/nov98/98-1199.01a.html)

We hope you agree that our presentation of ingredient information on this website strikes a reasonable balance between providing consumers with detailed information concerning our products and protecting our valuable brand recipes and trade secrets.

Philip Morris U.S.A. Supports Government Review of Cigarette Ingredients
PM USA believes that the government should review the use of ingredients in cigarettes, just as it does for other consumer products, with the same confidential treatment of trade secrets. Therefore, we support regulation that would enable the United States Food & Drug Administration to assess the toxicological effects of the ingredients used in the manufacture of cigarettes. The agency should be in a position to inform adult smokers that the ingredients added to cigarettes do not increase the existing health risks of smoking, including addiction. The evaluation should take into account that the ingredients are for use in cigarettes, where heat and inhalation are factors.

We agree that the government should not allow the use of ingredients that are determined, based on appropriate scientific standards, to increase the hazards of cigarettes.

However, regulation in this area should not be utilized to prohibit the use of an ingredient simply because it gives the product a unique or distinctive taste, which may "taste better" to some adult smokers.

Government health warnings about smoking apply to all cigarettes, regardless of the ingredients added, including those containing only tobacco and paper. In fact, the U.S. Federal Trade Commission's Director of Consumer Protection has taken action to "clear up any misconception that cigarettes without additives are safer to smoke than other cigarettes."

As the FTC noted in a 1999 press release (ams.usda.gov/tob/tobhist.htm): "Frankly, there's no such thing as a 'Safe Smoke'."

Furthermore, tobacco control advocates have made allegations that there are adverse effects associated with some of our ingredients, including the charge - which we reject - that our Company uses specific ingredients to affect nicotine delivery to smokers.

To read an article summarizing these allegations, click here (URL?) and see the Additives article in "Regulation of Tobacco Products" under the "Tobacco Policy" tab.

PM USA is committed to working with regulators and public health authorities on all issues concerning our products. It is our scientific judgment, based on the best data available, that the ingredients used in our cigarettes do not increase the inherent hazards caused by cigarettes.

Pointing to independent review?

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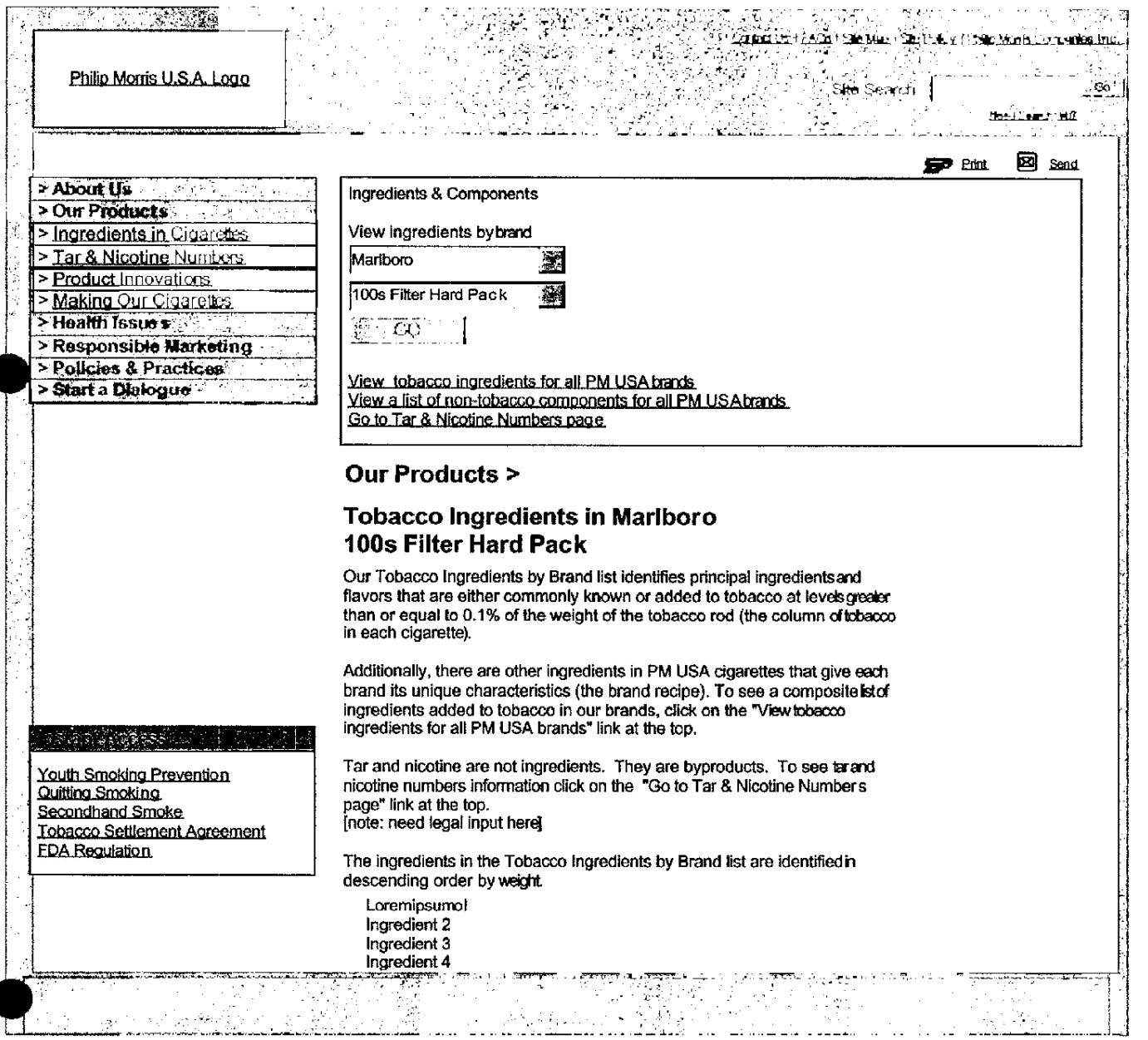
PM3001113965

Source: https://www.industrydocuments.ucsf.edu/docs/tpxk0001

2.2.1a-n Ingredient Chart: Uses Template 2

- Must be designed to accommodate all modules (features, FCAs, internal links, external links, graphics, rollover areas, etc.)
- Must accommodate anchor links if necessary.



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Source: https://www.industrydocuments.ucsf.edu/docs/tpxk0001

2.2.2 All Ingredient Chart: Uses Template 2

Must be designed to accommodate all modules (features, FCAs, internal links, external links, graphics, rollover areas, etc.)
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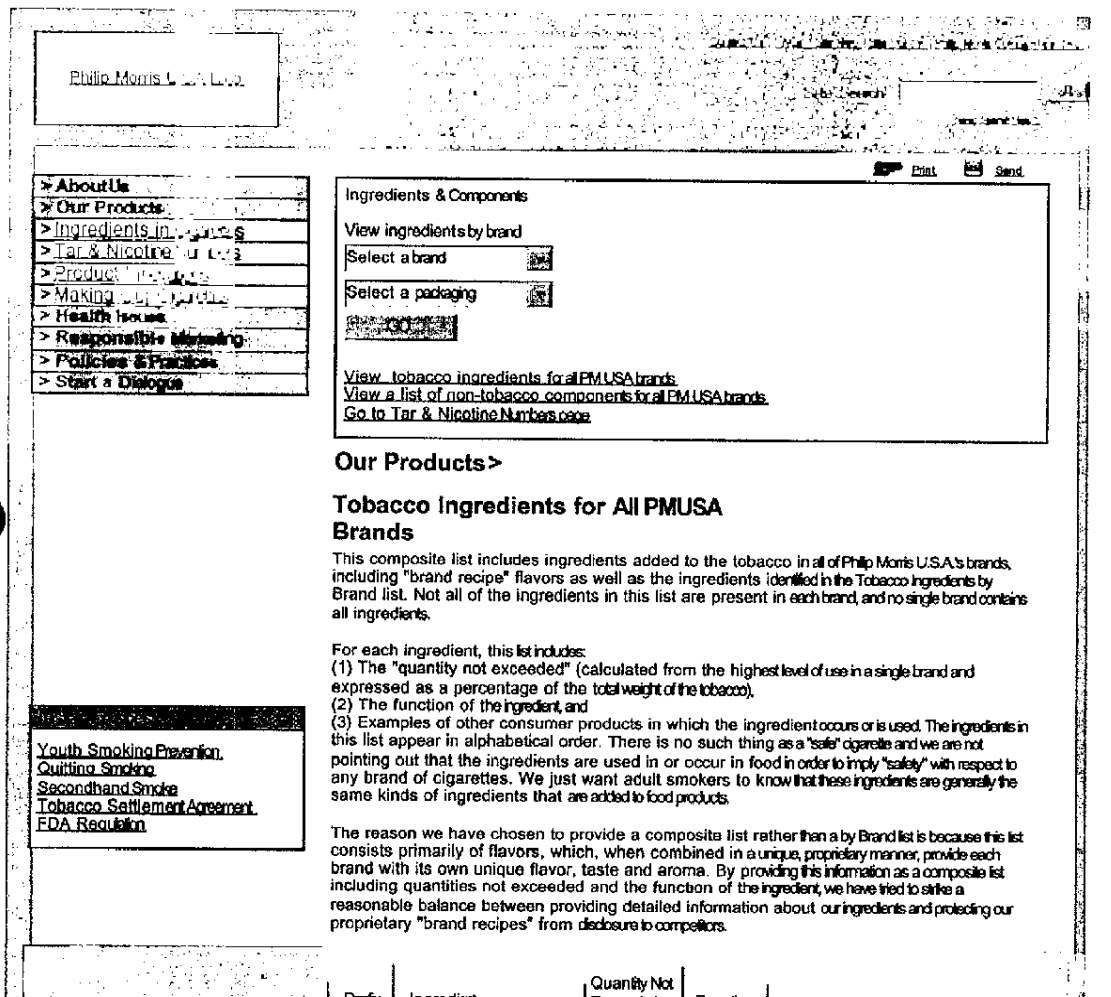

PM3001113967

Source: https://www.industrydocuments.ucsf.edu/docs/tpxk0001

Document 2.2.2.F1 All Ingredient Chart Pop Ups
Client PMUSA
Project Redesign

2.2.2.F1 All Ingredient Chart Pop Ups: Uses Template 2

Must be designed to accommodate all modules (features, FCAs, internal links, external links, graphics, rollover areas etc.)
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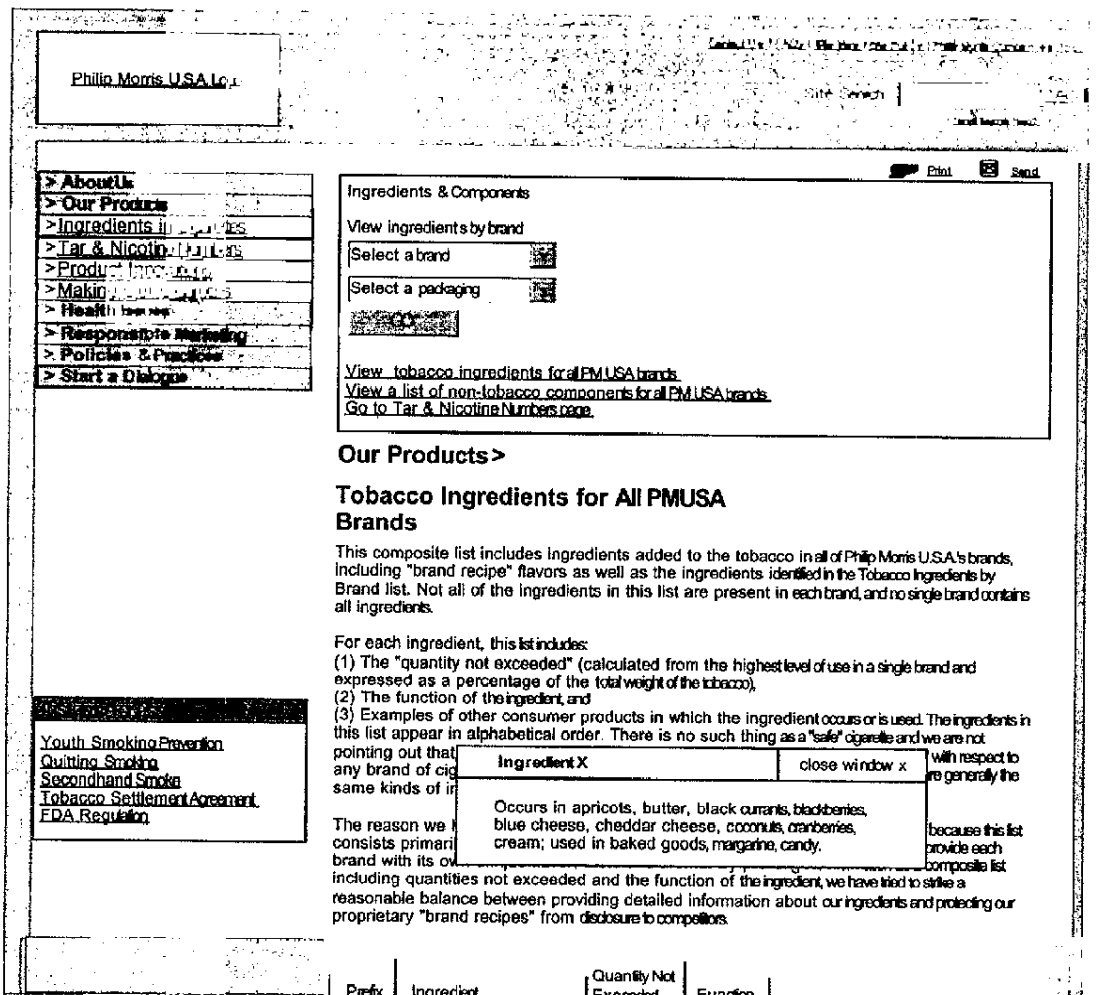

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2.2.3 Non-Tobacco Components: Uses Template 2

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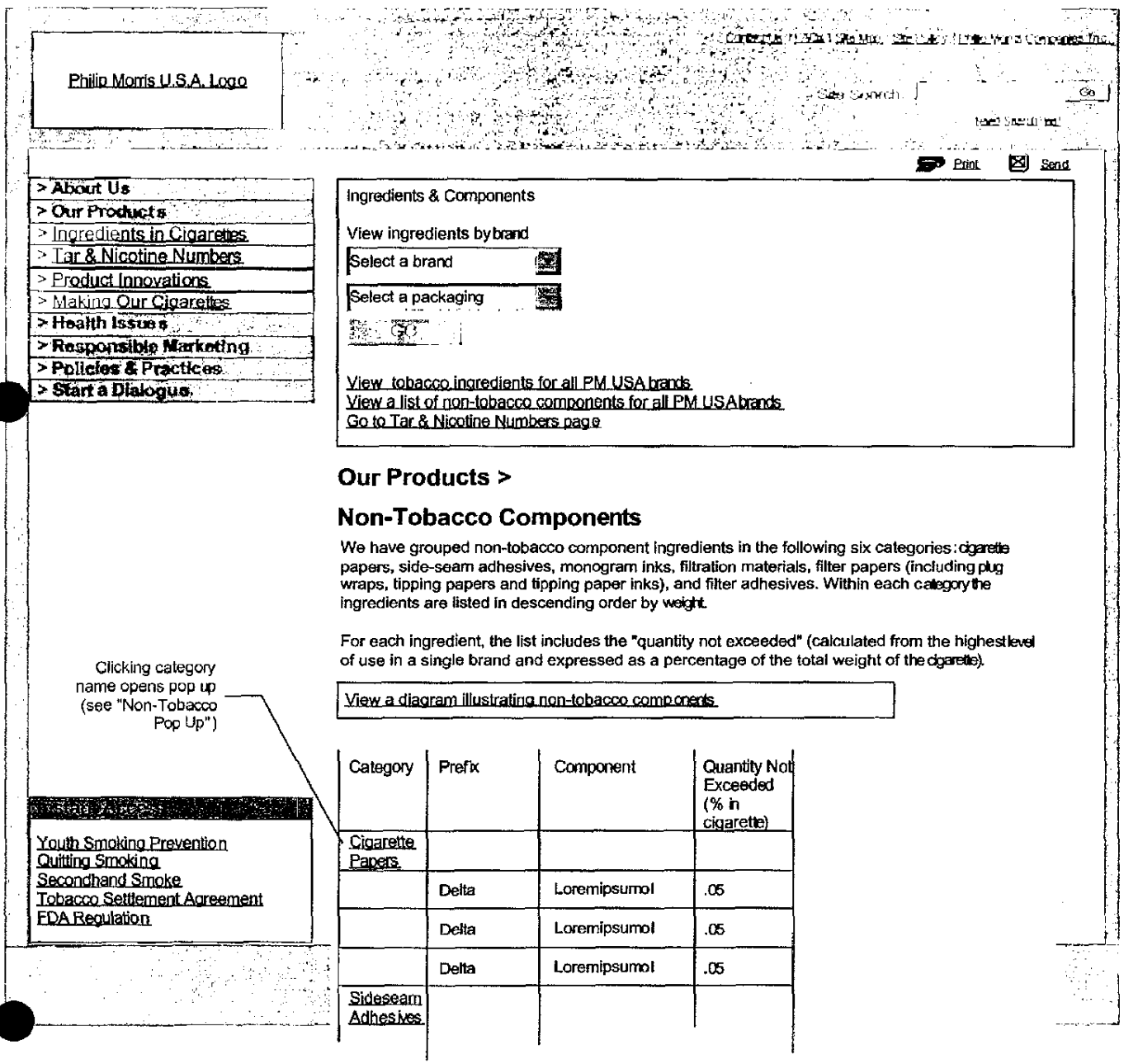

Category	Prefix	Component	Quantity Not Exceeded (% in cigarette)
Cigarette Papers			
	Delta	Loremipsumol	.05
	Delta	Loremipsumol	.05
	Delta	Loremipsumol	.05
Sideseam Adhesives			

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Source: https://www.industrydocuments.ucsf.edu/docs/tpxk0001

2.2.3 Non-Tobacco Pop Up: Uses Template 2

- Must be designed to accommodate all modules (features, FCAs, internal links, external links, graphics, rollover areas, etc.)
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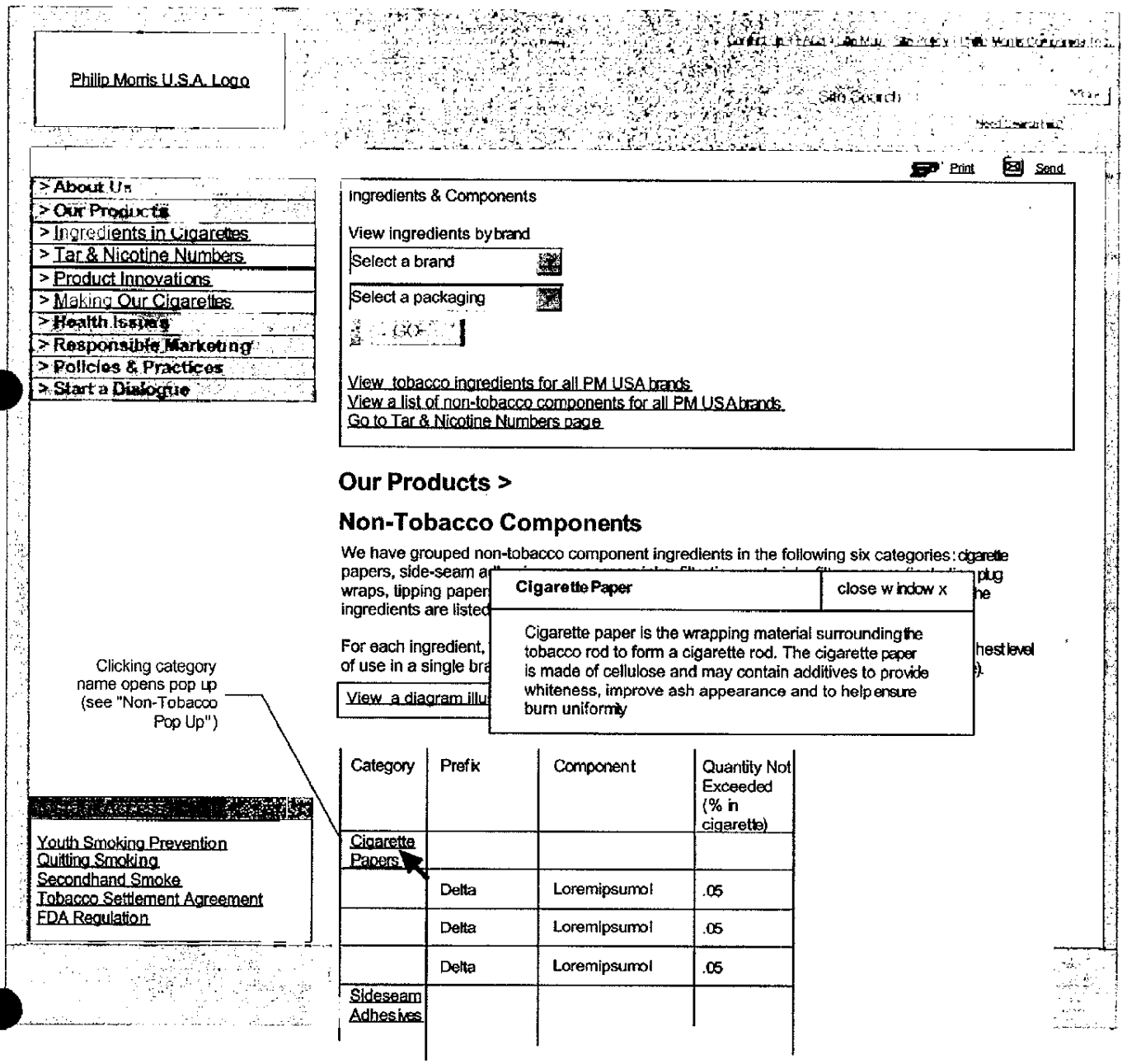

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Source: https://www.industrydocuments.ucsf.edu/docs/tpxk0001